The World of
YAMAHA

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Yamaha Corporation's Global Newsletter

COVER STORY

YMP Celebrates 25 Years

YMM First Grand Piano Shipment Covered by Local Press

The Thomaston Times

A Grand Instrument

Above is the article run by local newspaper, the *Thomaston Times*, on the first grand piano shipment by Yamaha Music Manufacturing, Inc. (YMM). This year the company also marked 20 years since its establishment.

Yamaha Musical Products, Inc. held a 25th Anniversary Ceremony at 2:30 p.m. on September 9, which was attended by YMP and YCA President Mr. Noriyuki Egawa, the company s staff and specially invited guests. The ceremony started with introductions of the guests, and speeches by President Egawa and YMP Executive Vice-President Sone. A message was also read from the Governor of Michigan by the governor s representative. These were followed by a performance by the Canadian Brass, who livened up the ceremony with one of their typically fun shows that included everything from Bach to the Beatles.

❶The performance by the Canadian Brass at the ceremony. ❷Attending the ceremony (from left): Mr. Masayuki Ikeda, General Manager of the Band and Orchestral (B&O) Instruments Division, Yamaha Corporation (Japan), Mr. Noriyuki Egawa, President, YCA and YMP, and Mr. Keiji Sone, Executive Vice-President, YMP. ❸Mr. Larry Linkin, Chairman of the National Association of Music Merchants (NAMM), who traveled all the way from California to attend the ceremony. ❹Over 300 participants pack out the ceremony venue. ❺YMP Vice-President and B&O Instruments Division General Manager, Mike Bennett, wows the audience with his polished and witty MC style. ❻The entrance to the company, venue for the YMP 25th Anniversary Ceremony.

AUDIOVISUAL

Yamaha Line-Up Leads the Way at Berlin Show

Europe s largest electronics exhibition, the Berlin Show, got under way for a nine-day run from August 28 in the German capital city. Eight hundred companies from 33 countries around the world exhibited their wares, as over 400,000 visitors streamed through this major event. Yamaha showed off its line-up of autumn new release products under the slogan of Home Theater for the Digital Age. Attracting the particular attention of visitors were audiovisual amplifiers, receivers and a new speaker series designed especially with the digital era in mind. In the sound room, demonstrations of the DSP-A1 audiovisual amplifier and the new speakers were performed, which proved so popular that numbered tickets had to be handed out all day to those wanting to get in. Products in the millennium line-up, aimed to take the genre into the next century, such as the Pianocraft new concept mini-system and RP-U100 personal receiver, emphasized Yamaha s advanced capabilities. The exhibit generated a considerable amount of interest, showing that Yamaha will continue to be the leader in the Digital Home Theater, blazing a trail into the new century.

The Yamaha booth attracts attention with its new speakers designed for use in digital systems.

SILENT SERIES

SVC-200 New Model Silent Electric Cello Launched

The new model Silent Electric Cello SVC-200 was launched in Japan on October 5. The original Silent Electric Cello, the SVC-100, was released in October last year (this year in other countries) to much acclaim from beginners and professional cellists alike. It has seen use in a wide array of settings and performance applications, such as its silent play mode and concerts staged using an amplifier set-up. Sales of the instrument in Japan and overseas markets have already reached 1,650, greatly surpassing the originally forecast 1,000 units. Professor Geringas of L beck Musik College commented, When I go on a lecture tour my wife and I used to practice in separate rooms, she on a Clavinova and I a cello. With the Silent Electric Cello, we can now practice freely since absolutely no sound escapes. What is more, even in a hotel room late at night I can do full-on performance rehearsals as much as I like. The new SVC-200 keeps all of the features of the SVC-100, such as the silent play mode, performance capabilities, timbre and basic design, while at the same time responding to requests from professional cellists who travel by road and air frequently, by achieving a size convenient for carrying and storage.

The Silent Electric Cello SVC-200

Professor Geringas with his beloved Silent Electric Cello

AWARDS

YK and Yamaha Products Grab 13 MIA Awards

Two divisions of Yamaha-Kemble Music (U.K.) Ltd. (YK) as well as 11 Yamaha products picked up a raft of prestigious awards at this year s MIA (Music Industry Association) Annual Music Industry Awards. The awards are decided on the basis of votes from members of the UK s only music trade association, MIA, as well as those from non-member music retailers. Last year also saw Yamaha take away several awards, but the tempo was turned up a notch or two in 1999 as YK s service team and Pauleen Lee grabbed divisional awards, while an array of Yamaha products, starting with the Portatone PSR-D1 DJX, also brought home prizes.

The multi-award winning Yamaha-Kemble members (right), and the other MIA award winners with Ms. Lee in the center

1999 UK MIA AWARDS

Supplier Service Awards	
Best After-Sales Support	Yamaha-Kemble Music (U.K.) Ltd.
Firm but Fair Credit Controller	Pauleen Lee of Yamaha-Kemble Music (U.K.) Ltd.

Product Awards	
Best Electric Guitar/Bass Guitar Award	Pacifica 112
Best Drums/Percussion Product Award	Stage Custom Drums
Best Brass Instrument Award	YTR4335G Trumpet
Best Traditional Piano Award	U1 Upright

Product Awards	
Best Home Keyboard Award	PSR195
Best Professional Keyboard Award	EX5
Best Dance Product Award	DJX
Best Electronic Hardware (Device) Award	RM1X
Best Electronic Hardware (PCI Card or similar)	SW1000XG
Best Part or Accessory Award	Silent Brass
Most Innovative Product Award	DJX

COMPETITION

Yurie Miura Wins First Prize at Marienbad Chopin Competition

The 3rd International Chopin Competition in Marienbad, Czech Republic was held this year from July 1 to 7, and Yurie Miura (18), who is a student of the Yamaha Master Class, took first prize in Category Two of the piano competition (under 28 years). Ms. Miura was the youngest competitor in her section. The Yamaha Master Class was established in 1988 to provide opportunities for students in the Yamaha Music Education System who demonstrate exceptional musical potential, to help them further refine their technique and affectivity through a program of special training and study. Yurie Miura also won the Gottingen International Chopin Competition in Germany four years ago. The Marienbad Chopin Competition is organized by the Czech Chopin Society with the aim of providing a showcase event for young pianists who play Chopin. From 1962 the festival was put on as a domestic competition, and from 1995 it was expanded to become an international event. It is held once every two years.

As part of the prize for her victory at the Marienbad Competition, Yurie Miura was invited to perform at two recitals shortly afterward. These were on August 13 at the Duszniki International Chopin Festival (Poland), and August 19 at the Marienbad International Music Festival (Czech Republic). Both performances were highly acclaimed, and received rapturously long applause at the curtain call.

Yurie Miura, a pianist with a very promising future

ARTIST

Specially Ordered Yamaha Celesta Debuts at Salzburg

Following on from their purchase of a Yamaha celesta (keyboard glockenspiel) six years ago, the Wiener Philharmoniker recently placed a special order for a second instrument. The order specified that the instrument retain the usual exterior appearance of a Yamaha celesta, but with specially modified resonant steel plates and hammers. The specially ordered celesta has metallic tips on the hammers, making it a glockenspiel played using a keyboard. The Yamaha celesta is the world s only one equipped with a grand piano action, utilizing the grand piano s system in its entirety. On July 28, at what is often called the world s greatest music showcase, the Salzburg Festival, a new production of Mozart s opera *Magic Flute* was performed, and the specially made Yamaha celesta made its debut. The conductor, Christoph von Dohnanyi, and celesta player Rainer Keuschnig both heaped generous praise on the instrument, saying that it produced a heavenly sound.

At a rehearsal of the Wiener Philharmoniker. The celesta can be seen at the front left.

Mr. Keuschnig and the specially ordered celesta (keyboard glockenspiel)

ARTIST

"Trumpet of Kings" on Stage at Bayreuth Music Festival

The Bayreuth Richard Wagner Festival commands tradition and authority from staging only Wagner operas. Yamaha s specially made trumpet of kings, the Koenig trumpet, took the stage during *Lohengrin*, which opened at this summer s festival. The Koenig trumpet is a specialized instrument with a long horn and specifications chosen by the composer Wagner, which from a distance looks like a normal trumpet. On stage the trumpet heralds the entrance of the king (*Koenig*), and features prominently in all three acts. This unique instrument owned by the Bayreuth Festival organizers has a particularly difficult range, and was newly produced by Yamaha for the inaugural performance at the new National Theater in Tokyo two years ago. Bayreuth representatives who saw this performance expressed interest in the instrument, leading to the use of it at this year s festival. The trumpet gained high accolades, of course, from the trumpeters for its unique tone and resonance, but also from festival staff. *Lohengrin* will continue its run from next year on, so for several years to come the trumpet of kings will carry on its special role at the festival.

The players holding the Koenig trumpets (from left: Mr. Christoph Schroer, Mr. Rainer Pettrash, Mr. Yasuyuki Takeuchi and Mr. Herbert Heusing)

CONVENTION

YDM Fetes New Wind Instrument Display

To mark the completion of refurbishments to the wind instrument display section of the Insurgentes retail store in Mexico City, which is directly operated by Yamaha de M xico, S.A. de C.V. (YDM), an opening ceremony and instrument trial session were held on July 23. Forty of Mexico s most renowned wind instrument exponents were invited to attend. The day s festivities got under way with the chairman of the Mexico City Musicians Union, Mr. Filemon Arcos, and YDM president, Mr. Ohki, performing the tape-cutting ceremony. During the product trial session, many of the esteemed guests present, including the chairman of the Mexican Flute Society and members of the National Orchestra, were heard to praise not only the professional models but the entire range through to the student models for their extremely high quality. Some of the guests even expressed their desire right there to purchase products on display. In addition to this opening ceremony, a larger-scale event called Yamaha Expo Viento 99, aimed at the general public, was held September 9 to 11 at the Musicians Union Hall, attracting considerable interest from the many visitors. Further details will be reported in our next edition.

The venue, enlivened by the wind instrument try-out performances from the guests

CEREMONY

YDP Holds Importers' Convention 99

Yamaha de Panam , S.A. (YDP) held its Importers Convention 99 at the Caesar Park Hotel, Panama City from July 21 to 23. A variety of presentations were offered relating to this year s adopted theme of Music Popularization. The Popular Music School (PMS) presentation given by Yamaha Music Foundation staff instructor Mr. Kazuyuki Natori was well received, and included convention participants actually taking the stage for a mock electric guitar lesson. It was a wonderful opportunity for the PMS program to appeal to both the countries where it is already under way, such as Panama, Costa Rica and Colombia, as well as other countries it is planning to move into in the near future. On the product front, a presentation on the success of sales programs for pianos as well as wind and educational instruments in each country was made, while Mr. Steve Smith gave a demonstration to show off the new model portable keyboards and Clavinovas. In the Professional Audio area, explanations of practical sales techniques for each product group were given. Orders were actively received from each country during the convention for products aimed to go on sale as early as the Christmas buying season.

Participants receive a mock electric guitar lesson from Mr. Natori.

CONVENTION

4th Dealer Convention Gets Under Way in Argentina

Yamaha Music Argentina S.A. held their 4th Dealer Convention on July 24, which proved a resounding success. Based around each product category, selling points and explanations were given on each market s status and Yamaha s position within them, as well as product demonstrations. Among the main products, the 40 Series of portable keyboards, including the PSR 340 and 740, the Silent Electric Cello SVC-100, and the Silent Electric Violin SVK-100 were introduced, receiving much overall praise, including high ratings for their design. In the area of Professional Audio, both the D24 and CDR1000 Digital Multitrack Recorders gained a lot of interest from recording studio people. Preceding the convention, a special Yamaha Week was put on from July 5 to 10 at 26 stores by 20 companies throughout Argentina. Events included instrument try-out corners, as well as clinics and mini-concerts with more than 20,000 participants in total. On the final day, a visitors prize draw was made to win demonstration products. At some stores it proved so successful and popular that traffic jams were reported.

One of the popular concerts held during the "Yamaha Week"

PIANO

CFIIIS Debuts at Teresa Carreno Theater in Venezuela

On June 15 the Teresa Carreno Theater in Caracas, Venezuela debuted its newly acquired Yamaha CFIIIS grand piano. The Cultural Complex s Concert Hall boasts one of the highest-level musical programs in Latin America, so the purchase of a CFIIIS for this celebrated venue offers proof of the superior reputation enjoyed by the Yamaha piano brand throughout the region. The decisive factor in the CFIIIS purchase on this occasion was the strong relationship built up between the theater s tuner-technician, Mr. Pizzolante, and Yamaha Musical de Venezuela. Mr. Pizzolante himself holds Yamaha s superior quality and service in the highest regard. The purchase was made possible through the generous sponsorship of Mrs. Morella Mendoza Grossmann and the MMG Foundation, who wished to help the theater acquire a suitably high-quality piano that would complement such a splendid musical program.

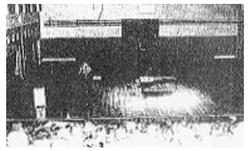
The first CFIIIS shipped to Caracas

PIANO

Australian Youth Piano Competition

Nine of Australia s top young pianists took to the stage in Sydney to give the performance of a lifetime at the National Final of the 4th Yamaha Australian Youth Piano Competition on August 21. In front of 230 people and the Guests of Honor, Japanese Ambassador Mr. Masaji Takahashi and his wife, the talented youngsters aged between 13 and 18 competed in two age sections to win the prestigious, biennial competition. The competition was inaugurated in 1994 as the only national competition in Australia for pianists aged 10-18. Since then, its reputation has grown as a competitive event, demanding extremely high standards in order to qualify for the National Final. The three adjudicators from one of Australia s top music institutions, Sydney Conservatorium, chose Richard Jackson from Melbourne as the winner in the senior section (16-18), and Alexander Gavrilyuk from Sydney as the winner in the junior section (13-15).

The award ceremony for Division 2



The ABC Ultimo Center, venue for the National Final

The "Singing, Flashing, Talking" Do-Re-Mi Master PSR-J20 Creates Attention in Japan

The family-oriented portable keyboard, Do-Re-Mi Master PSR-J20 (announced on September 16, available from October 1) has become a hot topic in Japan. The PSR-J20 is a domestic Japanese product only, launched to commemorate 20 years since the first of Yamaha s popular portable keyboards went on sale. The model's unique feature is its singing of do-re-mi names in accompaniment to the notes played, together with lights that flash to show which note has been played, making it a keyboard that anyone can enjoy playing. Curious George, a picture-book character loved by children around the world, was chosen as the model s theme character, and is being used in product promotion activities, including a television campaign, which are now under way. The cute Curious George character is proving a hit with the main target audience of pre-schoolers, elementary schoolchildren and their parents, as well as young women, and has become quite a talking point.

Curious George and the Yamaha Do-Re-Mi Master PSR-J20

The media launch held on September 16

Results from Our Questionnaire on Sound — Part2

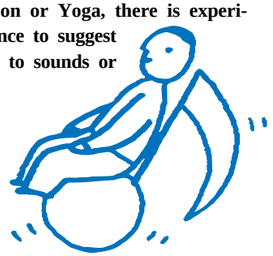
Sounds That Elicit Emotion

In our questionnaire on sound, we asked readers to tell us what kinds of sounds they associate with each of the following: pleasant sounds, unpleasant sounds, nostalgic sounds and sounds that evoke the changing of the seasons. These questions were posed with the supposition that a regional variation may become evident in the way sounds are experienced. It appears, though, from the information we received, that no significant difference may be discerned among regions in the way people experience sound.

What kinds of sounds are pleasant sounds?

By far, the majority of responses involved the sounds of nature. In particular, birds singing and the sounds made by water, such as waves breaking, a babbling brook, or the sound of a waterfall, were the most often cited kinds of pleasant sounds from within nature. The popularity of CDs featuring these types of sounds from the natural environment for relaxation and healing purposes also surely shows that for a great many people these sounds are pleasant to the ear and convey peace of mind.

Why should the sounds of nature offer such a pleasant listening experience to people? At present there are five types of human brain waves known to science. Among these, it is believed that alpha waves are produced when the mind and body are relaxed and in a state of concentration on something. In order to consciously produce alpha waves, apart from techniques such as Zen meditation or Yoga, there is experimental evidence to suggest that listening to sounds or music that possess "1/f fluctuation" may also be effective. By analyzing a variety of phenomena from the natural world, such as the sound of ocean waves, a running stream or the wind, we find that subtle changes occur cyclically, and it is these changes that are called "1/f fluctuation." Inside the human body too, a similar kind of fluctuation has been found to exist in heartbeat rate and brain waves (alpha waves), and from this it is suggested that the body probably feels pleasant because it is responding to natural sounds that have the same fluctuation.



Other than sounds from nature, quite a few questionnaire respondents gave as their choice of a pleasant sound the voice of a baby or child or the sound of laughter and other sounds which paint a picture of happiness. One other group of answers also stood out, and they revolved around music and the sound of musical instruments. A wide variety of musical genres and instruments were mentioned, possibly since it was a questionnaire principally conducted among the staff of the Yamaha Group, who, not surprisingly, include a lot of music lovers.

What kinds of sounds are unpleasant sounds?

Regardless of region, car noise topped the list of unpleasant sounds. Engine noise, horns and screeching brakes were common dislikes. It is certainly true that car sounds immediately spring to mind when one thinks of city noise. In a similar vein, it seems construction site noise, the sound of drills and the like are also among the most negatively perceived sounds.

Another variety of unpleasant sounds cited by many people was that of glass or a blackboard being scratched. Although it is a strong sound in a high frequency band, it is not clearly known why it triggers such an uncomfortable reaction in humans. There is a theory that this kind of noise closely resembles the sound made by some fearsome natural predator during the time the human race first evolved on earth. The rationale being that this primitive memory exists within the information with which we are born. (From: "What Are Ears For?" by Shigeru Chiba, Fuujinsha.)

There are many examples of sounds which are associated strongly with some past negative experience becoming unpleasant in themselves. Typical sounds falling into this category include sirens and fire alarms. Sounds such as car brakes or shrill screaming could also be said to contain strong elements of this sort. Among the questionnaire respondents was a person whose house had caught fire, so this person felt particularly uncomfortable about fire engine sirens.

At any rate, over 90% of the unpleasant sounds mentioned were man-made. In terms of unpleasant sounds predicted to become more prevalent, the beep of electronic gadgets and other artificially produced sounds were given.

Nostalgic sounds and the scenes they evoke

It seems that nostalgic sounds are an extremely personalized phenomenon. This is probably because nostalgic sounds are shaped by childhood experiences, or echo in the memories that are important to each of us as individuals. If we tabulate the questionnaire replies, sounds of the ocean, mountains or grassy plains emerge as favorites, but each answer has its own particular scene to be told. Let's introduce a few of these.

For instance, even when relating to a common theme of the ocean, there are such diverse recollections as "a fishing port humming with the sound of fishing boat engines" (Japan), "the sound of ocean waves crashing over the rocks at the seaside resort we went to on our honeymoon" (US), and "the crackle of the bonfire on a beach where we went camping" (Germany).

There were also cases which, while being scenes springing from personal experiences, contained elements that might be shared by many people. These included "cooking sounds coming from the kitchen" (Singapore), "the call of the ice cream seller" (Thailand, UK) and "the sound of bat on ball and excited shouts of little league baseball" (US).

Sounds That Evoke Emotions (multiple answers possible)

Pleasant Sounds		Unpleasant Sounds	
Birds	38	Cars	48
Water (ocean, waves, rivers, waterfalls)	37	(engines, traffic jams, motorcycles 31)	
Wind (leaves rustling)	16	(horns 12)	
Music	16	(accidents, brakes 5)	
Musical instruments	14	Voices	22
Sounds of nature	12	(calling, screaming 11)	
Babies and children	10	(crying 8)	
Laughter	9	(speaking 3)	
Rain	5	Blackboard and glass friction	14
		Construction work (drills)	9
		Electronic and mechanical	9
		Sirens (fire alarms)	9
		Thunder, wind	7

Nostalgic Sounds		Sounds of Seasonal Change	
Ocean (beach, waves)	27	Wind	50
Mountains, countryside	16	Birds	40
People (family dinner table, bustle)	12	Rain, snow	28
Birds	8	None	5

Country List (24 countries / 136 questionnaire respondents)

USA	20	Taiwan	7	India	3	UAE	3
Japan	13	France	6	Italy	3	Vietnam	3
China	12	Germany	6	Mexico	3	Canada	2
UK	12	Malaysia	6	Panama	3	Sweden	2
Indonesia	9	Australia	3	Spain	3	Argentina	1
Singapore	9	Brazil	3	Thailand	3	Paraguay	1

And then there are those which reflect their respective national traits. "The ring of a camel's bell in the desert" (China), "a child on a water buffalo's back playing a bamboo flute" (Vietnam), "the calls of birds and moose around a lake" (Canada), and "the calls of jungle animals" (Brazil) were among the sounds that could be put into that category.

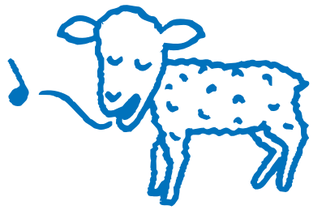
So, having read this sample of nostalgic sounds, have you been able to reminisce about sounds and scenes dear to you?

What sounds herald the changing seasons?

Dare we say it, but this question produced the most pronounced regional difference. This was due to the reply "we have no seasonal changes" (Singapore). However, apart from Singapore, most of the places polled had some kind of seasonal change, and in nearly every country this was marked by the sounds of wind and rain, as well as by bird song and the sound of melting snow.

For many respondents, the presence of animals and insects are an integral part of the seasonal cycle. For example, in the same way as birds, the arrival of summer was most strongly felt through the chirping of cicadas and frog calls (Taiwan, Indonesia), the sound of bell-crickets and other insects proclaimed the onset of autumn (Japan), while bleating lambs marked the beginning of spring (UK).

The seasons were felt of course not only through natural sounds, but also through man-made sounds in some cases. Among these were "the sound of the air-conditioner gives a feeling of summer" (Taiwan), "the sound of live soccer commentaries on the radio tell me it's autumn" (Australia) and "the chatter of teeth from the cold is the sound of winter" (Spain, Argentina).



It appears that the emotions elicited by sounds depend heavily on memories such as experience and knowledge. In other words, it is reasonable to suggest that the more varied the experiences you gain, the richer your worlds of sound and emotion become.

In our next issue, we will introduce onomatopoeia and sounds associated with words.

Junior Original Concerts Held in Several Countries
–Music Transcends Cultural and Physical Distance–

24th UNICEF Charity JOC in Tokyo *—Extending a helping hand to needy children around the world—*

Now in its 24th year, the annual UNICEF Charity Original Concert 99 (organized by the Japan Committee for UNICEF and the Yamaha Music Foundation) was staged in front of a capacity audience at Tokyo Bunkamura Orchard Hall on May 18. The first half of the evening saw children from the Yamaha Music Education System performing their original compositions, while showing off an impressive level of individual talent and creativity. The second part of the program consisted of a special performance by Japan Committee for UNICEF ambassador Agnes Chan, who also gave an outline of UNICEF s activities as well as an account of her own volunteer work in Africa, emphasizing the important role that charitable organizations play. She was followed by a mini-concert featuring Yoshihiko Ishizaka playing a concert grand piano and a GranTouch digital piano accompanied by Silent Series instruments, an Electone performance by Masumi Ogawa, the winner of last year s Junior Original Concert (JOC) international Electone section, and Yukie Nishimura s beautiful piano melody, whose performances all left a lasting impression.

Japan Committee for UNICEF ambassador Agnes Chan introduces the organization's activities (top); Yoko Kato performs on the cello accompanied by a piano.

Vietnam Hosts Its First JOCs

The first JOCs to be held in Vietnam took place in Hanoi on August 26 and Ho Chi Minh City on August 29. Several VIP guests were invited to attend each concert, including the Minister of Committee for Children Protection and Care, the Minister of Education and Training, the Vice-Minister of Culture and Information, and the Chairman of the Ho Chi Minh City Department of Culture and Information. Within the remarkable economic progress achieved by Vietnam, music popularization is witnessing rapid growth, with large numbers of children learning music at the Yamaha Music Schools (Junior Music Course) opened only in October last year in Hanoi and Ho Chi Minh City. The concerts were held in the respective cities opera houses, and featured three children from Japan, one each from Singapore and Indonesia, and two from Vietnam, who gave energetic performances. The concerts were carried by both national and regional television stations, including VTV Vietnam Television (national), HTV Hanoi Television (regional), and HTV Ho Chi Minh Television (regional).

Vietnam's first JOC

JOC to Celebrate New Pavilion Opening at the Japanese American National Museum

The Japanese American National Museum in Los Angeles opened its new pavilion in January this year, and as part of the celebrations to mark the occasion, a JOC performance was organized. The museum houses the largest collection of items relating to Japanese-Americans, their history and culture. It also plays host to many events as a center of global cultural exchange. The JOC was held on August 15 in the museum s main hall, coinciding with the Annual Nisei Week festivities in LA s Little Tokyo district. The concert began with an Electone solo by Koichi Sanchez, and was followed by a jazz performance by Emily Nafius and an impromptu piano solo by JOC veteran Laurie Kono. The capacity audience showed its appreciation with a generous round of applause to end the program.

The audience enters the museum hall for the JOC.

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